

**REMARKS**

Claims 1-17 are pending in this application. By this Amendment, new claims 15-17 are added.

The Office Action rejects claims 1-14 under 35 U.S.C. §102(b) as being anticipated by U.S. Patent 6,018,768 to Ullman. The rejection is respectfully traversed.

Independent claim 1 recites extracting information identifying an item from the received digital broadcast signal, comparing the extracted identifying information of the item with identifying information of other items, and storing the extracted identifying information based on the comparison result.

Ullman does not teach or suggest these features. That is, the Office Action primarily relies on Ullman's Figure 3 and col. 7, line 63-col. 8, line 15 to show features relating to the comparing the extracted identified information of the item with identified information of other items. However, this merely describes that Ullman may detect identical URLs sent directly one after another which causes the browser not to fetch URLs in these particular cases. Applicants respectfully submit that Ullman does not teach or suggest the extracting, comparing and storing as recited in independent claim. Thus, independent claim 1 defines patentable subject matter.

Independent claim 11 recites a decoder linked to the broadcast signal receiver that decodes and separates at least video data for display on a display device and first information for selectable items in the video data and a controller coupled to the decoder and the frame

composer, wherein the controller displays the first information concurrently with the video data according to user commands.

Ullman does not teach or suggest these features of independent claim 11. The Office Action relies on Ullman's col. 5, lines 49-57 to show features relating to the decoder that decodes and separates at least video data for display on a display device and first information for selectable items in the video data. However, applicants respectfully submit that these features do not teach or suggest the decoding and separation of video data and first information as recited in independent claim 11. Thus, independent claim 11 defines patentable subject matter.

For at least the reasons set forth above, each of independent claims 1 and 11 define patentable subject matter. Each of the dependent claims depends from the independent claims and therefore defines patentable subject matter for at least these reasons. In addition, the dependent claims also recite features that further and independently distinguish over the applied references. For example, dependent claim 15 recites that the extracted identifying information comprises a product code. Additionally, dependent claim 16 recites receiving a signal representative of a web surfing button, and stopping a displayed program based on the received signal and displaying product information based on the received signal. Finally, dependent claim 17 recites displaying a still image while a separate window is displayed on a screen, and a user scrolling through various items on the window. Ullman does not teach or suggest the features of each of these dependent claims 15-17. Thus, these claims define patentable subject matter at least for this reason.

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### CONCLUSION

In view of the foregoing, it is respectfully submitted that the application is in condition for allowance. Favorable consideration and prompt allowance of claims 1-17 are earnestly solicited. If the Examiner believes that any additional changes would place the application in better condition for allowance, the Examiner is invited to contact the undersigned attorney, David C. Oren, at the telephone number listed below.

To the extent necessary, a petition for an extension of time under 37 C.F.R. 1.136 is hereby made. Please charge any shortage in fees due in connection with the filing of this, concurrent and future replies, including extension of time fees, to Deposit Account 16-0607 and please credit any excess fees to such deposit account.

Respectfully submitted,  
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